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MAY 1954

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EXTENSION SERVICE
Review



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Ear to the Ground

• National 4-H Club Camp is just around the corner, June 16 to 23, bringing with it the June 4-H Club issue of the Review geared to extension work with youth. This issue looks at the 4-H Club program as the 4-H and YMW leaders will be looking at it and also discussing it at National Camp.

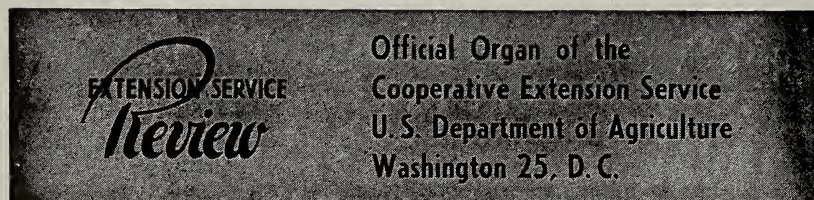
• The theme of the camp this year, Your Government, 4-H, and You, will be emphasized in a citizenship program which culminates in a ceremony for the new voters attending camp.

• In the next issue, background on 4-H citizenship activities will be available to both those extension workers participating in National Camp and those planning and working on citizenship activities throughout the country. Among these features are a report of the national Program Development Committee on Citizenship by Chairman Wadleigh of New Hampshire, and stories and pictures of different kinds of State 4-H citizenship project in Tennessee, Puerto Rico, and New Jersey. The use of the discussion method in teaching citizenship will be set forth by J. P. Schmidt, who will be practicing what he preaches at camp.

• The development of a national program through project committees is explained by Burton Hutton of Oregon, chairman of the Extension Subcommittee on 4-H Club Work. The work of some of the committees meeting during National 4-H Club Camp will be featured in reports on conservation by Chairman W. R. Tascher; and on spiritual emphasis by Chairman Ima Crisman of South Dakota.

• Other articles of timely interest will be planning for 4-H activities, by Cecil Eyestone of Kansas; a discussion of contests and the relation to 4-H aims, by Philip Bloom of Washington; and the place of youth in extension farm and home planning, by Bob Clark of Wisconsin.

• Feature stories on 4-H Clubs among the Indian youth, the regional camp for Negro boys and girls, and the recommendation of the urban committee of the National Association of County 4-H Club Agents will interest all extension workers.



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Put PT in TV

Good Television Needs the Personal Touch

H. C. BROWN Associate County Agent
Jefferson County, Ky.



Sonny and Sammy Norton's new 4-H strawberry patch with the geese they use to weed the patch. The picture was taken on the way to town in the morning and used on the noon TV show.

AGRICULTURAL TV offers Extension the first real opportunity of taking the many activities and operations of the farm, the farm home, and family to thousands of both rural and urban people. Radio is a helpful extension tool for spreading the gospel of improved methods in agriculture and home economics, but at its best, can only paint an imaginary picture. Television pictures the real thing. By radio, the person at home wonders who the speaker is and how he looks. By TV, he sees "What's Cookin'" and who is stirring the pot.

Television provides an opportunity for extension work to really extend itself. Farm visits, call them the low or power gear, remain the backbone of a good extension program, but only 5 or 10 per day are the limit. Community farm meetings are a shift to second gear. By working day and night, irrespective of standard "sun time," or so-called "daylight saving time," an agent may be able to conduct two community meetings and contact about a hundred people. With countywide commodity or subject-matter meetings we shift into high gear, but time again is the limiting factor. Most of us seldom tackle more than two such meetings in one day, and very often that is one too many. We are right back to

contacting possibly 100 folks per day.

Through television, an extension worker can shift into "overdrive" and reach thousands. They cannot be counted, but surveys show the number is thousands more than by old-line methods. Proven methods cannot be cast off, but new, unlimited possibilities of educational TV should challenge the imagination of all thinking extension personnel.

PT—personal touch—must be applied to TV. A good television program on a well-balanced family garden might be planned, but the same show on planning Farmer Jones' garden with his participating, for his family of five, becomes personal. If Farmer Jones can do a better job of planning, so can every other gardener.

By using facts and figures of local people, the viewer is given confidence to do an even better job than the one seen. No one wants to be just average in his accomplishments. Average is not a goal, for it includes failures and successes. The public must be inspired to aim high, to be above average.

Planning a good TV show is not a difficult problem if the extension worker adds PT—personal touch. People he uses must be made to feel at home. Show them around the

studio, have them meet the director and cameramen. Dispel the idea of speechmaking or acting. Guests should know they will be asked only those questions they can answer from actual experience and observation.

"Scrap the script" is a good slogan. Plan the show systematically, but flexibly. Each participant should know, in general, what part of the program he is to handle in his own natural way, not from script. This helps make it personal and prevents many mistakes.

One good statement from a farmer on how he does a job is more interesting than a 5-minute paper read by him on how he does the same job. It's the PT when he informally explains the job done. The story is his, and he has pride in telling it.

The extension worker must "keep in the act." He watches the time without being a clock watcher, asks the questions, picks up if anything lags, and sees that the subject is covered. But no time flies so fast as TV time if you know your story and are interested in telling it. Fifteen, 20, even 30 minutes for a show can evaporate faster than a

(Continued on page 102)

Better Farming—Better Living

Traveling Exhibits Bring College to People

FOR the fourth year, South Dakotans continued to express their approval of the traveling winter exhibits, bringing to them the latest in agriculture, homemaking, and related sciences from their State College.

In spite of the most severe and sustained subzero weather for the first 2½ weeks, a total of 18,204 attended the 25 showings in all parts of the State, with an average attendance of 728. With the temperature showing 15 below zero and weather stormy, 649 people attended the showing at Highmore, and with the thermometer at 30 below 373 came to McIntosh.

Attendance alone was not the main factor, however, in measuring the real success of the showings. The genuine interest of the people attending, indicated by their asking and discussing many problems that would help them with their farming and

living activities in 1954, was the best evidence of a good showing.

The exhibit this year was planned, organized, financed, staffed, and put on cooperatively by the Experiment Station, Extension Service, and the Resident Teaching division of South Dakota State College.

In addition to the genuine appreciation of the people in bringing State College to them, the exhibit was an outstanding example of how the personnel of all the departments of the college can work together on a project. "Everyone concerned got to know each other a lot better and learned to appreciate what the others were doing and how they operate as a segment of State College," commented W. E. Dittmer, district extension supervisor.

The schedule as set up required that those taking part be out of the office not more than 4 or 5 days in a

week and not more than 2 weeks altogether. This relieved the strain which is often a part of such a venture.

The traveling show was started in 1950 with Farming in the 50's, followed by Family Living in 1951, and Fortified Farming in 1952. All were reported in the REVIEW. Davison and Roberts Counties have had the show all 4 years with a larger attendance each year—606 in 1950 and 1,007 in 1954.

There were 11 booths this year, representing all departments of the college, and with some one in attendance from each department. Four movie films were shown each day the exhibit was open. They were: Losing to Win, Grass, the Big Story, Kill 'Em With Gas, and State College Story. Additional information and hundreds of bulletins were requested at showing.



Popular with the women was an effective new moth control method.



Soil and seed testing, fertility trials, and new crop varieties were featured.

Do You Know TREES?

An Exhibit To Teach Identification

J. B. SHARP, Associate Extension Forester, Tennessee

THE task of building fair exhibits is a traditional part of extension work. From older extension workers we have often been told "exhibits must be simple." By being simple, they do not mean crude or plain, but rather making the meaning clear and unmistakable.

Perhaps a useful criterion for judging an exhibit is whether it draws people closer for study. Unless the eye catches something unusual or impressive there is a tendency to pass by most displays. Fair visitors enjoy the opportunity to test their strength, eyesight, hearing, or knowledge.

Testing knowledge of tree identification was the purpose of an exhibit built as a teaching device based on this principle and first used at the Tennessee Valley Fair in Knoxville in September 1953.

We have all noticed the trait of human nature which encourages fair visitors to press a button; to start certain parts of an exhibit in motion; to turn panels; to look at something under magnification; to look through a peephole to see a small display.

The tree identification exhibit capitalized these human traits. The central theme was the identification of certain trees by pressing the switch believed to correspond with a species. If the correct switch were pressed, a bell concealed underneath the display would ring; if the guess were wrong a red light would flash in the upper left-hand corner of the keyboard. Instructions for "playing the game" are printed under the plexiglas at the top of the keyboard.

The complete exhibit pictured on this page includes units of 25 native trees. Each unit was composed of the fruit, leaf, bark, and cross section of one species. These units were randomly spaced and clearly numbered. The same 25 native trees were



The exhibit shows the keyboard with 25 native trees listed at the left.

listed alphabetically on the left side of the keyboard and following each name were 25 numbered switches, only one of which was wired to ring the bell. If any one of the remaining 24 switches were pressed the red light would flash indicating that "we missed our guess on that one."

The keyboard is wired so that the 25 bell-ringing switches are of random arrangement. This prevents the spectator from assuming the switches are rigged in some special order. However, the first 5 trees listed on the left side of the keyboard are also numbered 1 through 5. An occasional participant consequently may identify correctly the first five, only to be puzzled that he cannot continue in like manner.

The 25 names are printed with black India ink on tracing cloth which is held in place by the plexiglas cover attached with wood screws. Thus, it is easy to change the listing of trees on the keyboard.

For that matter, 25 objects in some field of agriculture other than forestry might well be used—plant materials in the field of agronomy or horticulture would lend themselves to identification. By using this keyboard the identification of different fabrics, including some of the new synthetic ones, has been proposed by home economists.

You are probably concerned about the cost of this exhibit, the difficulties encountered in its construction, and the ease with which it can be moved from place to place. H. A. Arnold, agricultural engineer, Tennessee Experiment Station, gave me considerable help with the mechanical phases.

You may rightly ask the question, "Why were so many switches necessary?" The need for keeping the "game" simple was the reason. A first thought was that fewer switches would be necessary by the arrangement
(Continued on page 102)



Extension Comes to Turkish Village

HARRY G. GOULD, who was on leave from the Nebraska Extension Service until recently as Extension Adviser with the Agricultural Commission to Turkey.

THE REAL MEASURE of extension work is not the size of budget, the number of people employed, the number of automobiles available, miles traveled, meetings held, or even people contacted. The effectiveness of extension effort is measured by the participation of people in planning programs and in changes of attitudes and practices which in time are reflected in increased volume of production and improved standards of living.

Just how are village people reacting to their extension agents in Turkey? What has been the influence on production practices? Do village people feel the extension worker has con- in previous years? If so, do they feel they are living better now than tributed anything toward this im- provement?

All of these questions were upper- most in our minds as Najjar and I started out to visit an average Turkish village in Ankara Province. Najjar is a Lebanese man who is employed by the Food and Agricul- ture Organization of the United Na- tions to act as a liaison between Near East countries to promote interchange of information and materials which may be of value in different coun- tries. He had come to Turkey to observe how Extension is operating and to pick up new ideas. We first picked up Osman Bey, agricultural technician or county agent of Etis- mesut Ilce and then drove to one of the larger villages where we picked up Elvan, the village agricultural technician or assistant co-agent. Elvan has 18 villages assigned to him.

I recognized that each of these agents had been in a training course in extension philosophy and methods given over a year ago. This was the first time I had seen either of them since this course and my interest was quickened.

Elvan first wanted to show us some of his pasture and meadow demon- strations. To get to this area, we had to park our car and go with him in a "4-wheel drive" jeep pickup. Village roads in the springtime are spongy and impassable for most motorized vehicles. He showed us a vast expanse of level river bottom land—some 25,000 donums—which belonged to three villages as common grazing land for their livestock (a donum is about six-tenths of an acre). Three hundred donums had been plowed last year and 100 donums sown to alfalfa as a demonstration of raising winter feed for livestock. The village agent had obtained the seed from the government. The alfalfa had been divided among the villages and they were enthusiastic about alfalfa as a supplement to straw which previously had been their only winter feed for livestock. More of this bottom land would be sown to alfalfa this spring, but extensive irrigation from the Ankara River is needed and would require more skill in water control and application. The farmers planned with their agent to have an irrigation demonstration as soon as funds could be secured to finance the project.

Change Credited to Agents

So far we had talked with only the extension agents. What did the farm- ers think of all of this? We asked the agents to take us to the nearby village of Eryaman where the muhtar or head man of the village, Sadulla Tumor, welcomed us to his home, and soon many village farmers were gathered to discuss their program with us. We asked them if this county agent was doing any good in their community. Their reaction was quick and positive. This agent was their friend who had really helped them become prosperous. Not

only did they have more money, but they were living better. They had learned to raise vegetables to im- prove their diet. They had set out an orchard to produce their own fruit. More feed for their livestock made them produce better. A dipping vat was being constructed for the con- trol of parasites on their animals— this was learned from a demonstra- tion in another village. Their crops were being improved through new seed obtained through the agent from Government farms. A ferti- lizer demonstration had shown them that they could afford to use com- mercial fertilizer. Woodlots along the river would soon produce their fuel and save the manure for use as fertilizer. The farmers said they were learning many new things, and their extension agent was the center of this changing world for them.

Sadullah Bey was chairman of the village extension committee. This committee worked with Elvan to plan their extension program. They are interested in many new things. There are two privately owned tractors in the village, and their owners do cer- tain work for others. They have at- tended tractor operators' schools to learn how to make the best use of tractors and equipment. Village farmers have visited the experiment station near Ankara and are inter- ested in better poultry, bee keeping, and livestock improvement. Elvan's immediate program in his 18 villages is to demonstrate tree planting and pruning; growing vegetables, includ- ing kavun (sweet melons) for home use and sale in Ankara; better live- stock feeding practices, especially through use of alfalfa; and the possi- bilities of silage. Irrigation develop- ment is possible. Both the county agent and the farmers are interested in the possibilities.

World's-Eye View of Extension Methods

An international course in extension methods at Wageningen University, Holland, July 12 to August 7, offers interesting possibilities. H. J. Carew of the New York Extension Service tried it last year, and this is the way he describes it.

THE SUMMER SCHOOL taken at the end of sabbatical leave in Europe was an outstanding success, not only from the point of view of the subject matter which was presented, but also the experiences

shared with the 105 participants from 31 different nations.

Lectures were given in English and transmitted to the audience through earphones. Interpreters in the rear of the huge auditorium translated

Farm Tour—Jordan Style

Eugene W. Whitman, extension agronomist of the University of Idaho, mans the mike to explain American farm machinery to citizens of Jordan. Whitman is a leader of the agricultural mission at Amman, capital of the kingdom. He has just completed the first-year of a 2-year leave from his Idaho job to bring

knowledge of modern agricultural methods to the ancient country, whose history and many of its farming practices date back to Biblical times. The man on the platform with Whitman is an interpreter. One of the striking differences between Jordan and American audiences is the headdress.



simultaneously to Yugoslavian, French, and German groups through other lines. Participants were housed with Dutch families scattered through the town and took their meals at the University Student Club.

Experienced extension specialists from the Netherlands and other countries lectured on a wide range of topics.

The first week was devoted primarily to a study of general extension topics, such as mass methods, audio-visual aids, rural youth, and individual methods. Then extension work in relation to a number of fields like marketing, plant breeding, farmer co-ops, and horticulture, was discussed the second week. In the last 2 weeks, the participants were taken on 2 long overnight bus tours to all but 2 of the 11 Dutch provinces.

The daily routine was well planned. After a 20-to-30-minute lecture, six permanent discussion groups based on language and national state of agricultural development were formed. Each discussion group elected a daily chairman and reporter who presented the discussion results to the speaker for summary later in the day.

The subject of Extension's aims or objectives aroused considerable interest. Opinions naturally varied between countries. The majority, however, felt that agricultural extension services in their respective countries should be primarily concerned with the technical aspects of improving farmers' incomes although simultaneously cooperating with those agencies in the country who are working toward high social, cultural, and religious levels.

The social affairs at the student club allowed the participants to become better acquainted.

This training course on methods of agricultural extension was of immense value. It served as a huge roundtable across which numerous ideas were exchanged for the improvement of peoples all over the world. By presenting the broad picture, it focused attention on the world-wide scope of Extension and thereby assisted many of the participants to develop a clearer idea of their job at home and their relation to the rest of the world.

● *Publications Are a Boost*

DOROTHY A. HOLLAND, Extension Publications Editor, Texas

THE PRINTED word is still a powerful instrument in getting timely information to farm people, say Harris County, Texas, extension agents who distribute more than 50,000 Extension and USDA publications a year.

When the new Harris County courthouse was completed about 8 months ago, these agents moved into an impressive suite of offices and equipped one room solely for the display of farm and home publications. Most requests for publications come to the Harris County extension office through telephone calls and mail. Frequent callers, however, visit the bulletin room and make selections.

The youngest member of the "mass information family" is television, and this "youngster" has brought about a marked increase in publication requests. Dan Clinton, the agricultural agent who has a weekly television program in Houston, declares, "We couldn't begin to supply the demand for publications if we plugged each one on our TV program. Unless our State agricultural college and the Department of Agriculture can see their way to give us about 10 times the present supply, we must soft-pedal our announcement of publications on television."

The weekly home demonstration TV program, which increased the home demonstration bulletin distribution 50 to 60 percent in the different phases of home demonstration work, had to have a supplemental bulletin.

To take care of the constant inflow of requests for information, these agents make sure that their shelves are well stocked with as many bulletins on varied subjects as possible. "The most frequent objection we meet concerning publications is that we simply don't have them on some subjects," states H. P. Smith, one of the four assistant agricultural agents. "Printed material from private agricultural industries and the helpful information contained in farm magazines have helped to fill in the gap in government and State bulletins," he adds.

With the assistance of Mrs. Lupe Dominguez, office secretary, complete files are kept on the title and number of publications received in the Harris County office. Another file reveals the name of individuals having requested information on certain phases of agriculture and home economics, the name of the publication sent to them, the date, and the number of copies. This file aids county office personnel in avoiding duplication in bulletin distribution and it keeps the agents informed on interests of key demonstrators. Another file is complete according to subject matter. Dairying, for instance, is a main division and contains news clippings, publications, research data, correspondence and mimeographed information. A

"fingertip" file, located near each agent's desk is in the planning stages. This type of file will be a timesaver when questions are fired over the telephone calling for seldom-used information.

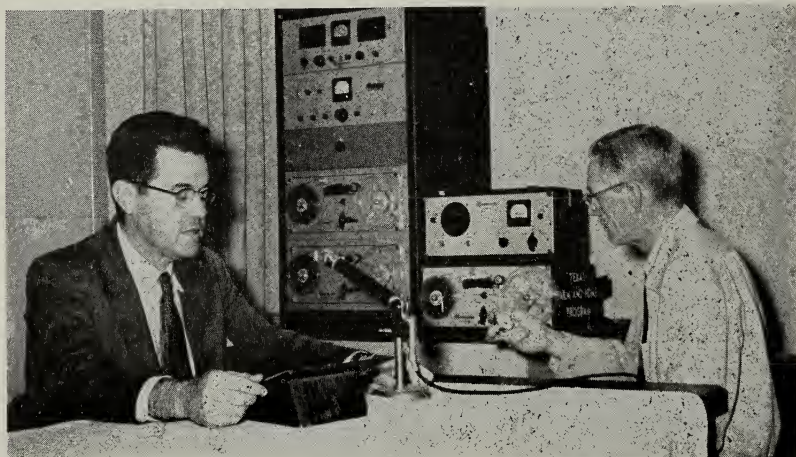
"Publications are our right-hand helpers," avows Thomas Moore, still another assistant. "We just wish we could get more of them."

● *Radio Service Features Open-End Tape Recordings*

G. G. GIBSON, State Extension Director, Texas.

ONE of our county agents was sick for 2-days when he had already used the emergency recordings for his daily radio program. A month earlier this might have caused him

considerable difficulty but this time it did not. He obtained four 6-minute tape recordings from the extension recording library, placed them together with some tie-in re-



F. T. Dines, wheat marketing specialist, tells future audiences about wheat problems via tape recording.

MASS MEDIA

Examples of efficient and effective publications, radio and television

marks, and had two programs without leaving his bed.

Our farm radio editor, R. B. Hickerson, began the initial steps for a tape recording library more than a year ago. These first efforts were built around a service for about 20 radio farm directors. After the first of the year we began service on a full scale, sending lists of available subjects to every county agent as well as the radio farm directors. By the end of the first month, the number of recordings which began with 32 swelled to a total of 74. We shall keep increasing the available supply until there are about 300 recordings in the library.

It was well that we began our service with radio farm directors. They were helpful to us in the mechanics of recording the information. They were also helpful in judging the type

of material that was needed for this particular outlet. The year that we worked with this group helped us to get ready for the bigger program we were undertaking.

This first year included work with a selected list of county agricultural agents who had daily programs. They were asked to make requests for tapes on subjects especially interesting to their listeners. Although we were able to furnish them with no more than half their requests, it gave us added experience that has helped in establishing a full service.

Subject-matter specialists were encouraged to anticipate needs of broadcasters well ahead of time in order that recordings would be available at the right time. We learned from county agents how they wanted recordings so designed that they could give all necessary introductions

with the subject-matter specialist's voice appearing as a part of the program. This gives a more personal touch to a recorded program.

Nearly all of our open-end recordings are less than 4 minutes with the most usual being from 2 to 3 minutes. These boiled-down recordings allow time for the local agent to bring in local conditions that have an influence on the subject, since our specialists often give subjects a statewide treatment. A second advantage of the short tape is that emphasis can be given to those practices that are important now. Future practices are left for another time.

Our subject-matter specialists were requested to send in subjects which they thought could be developed for use in the tape service and this request brought in more than 300
(Continued on page 103)

• Public Sees Extension Through TV

BILL McDUGALL, Radio TV Farm Director, Station KRCP, Houston, Texas

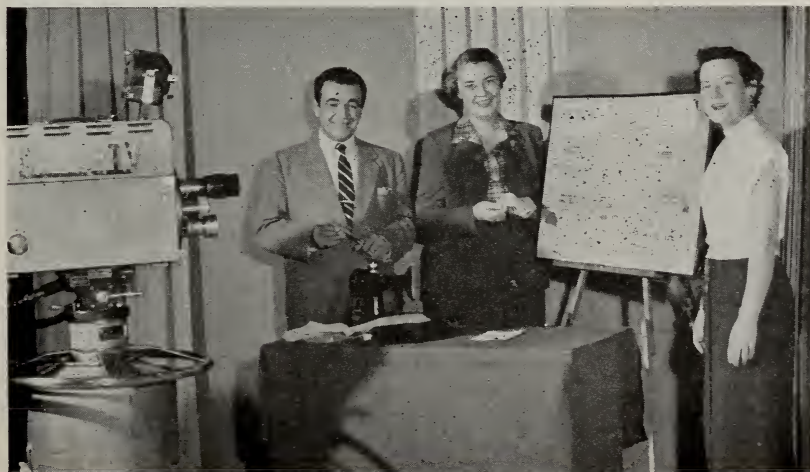
TUESDAY is Harris County home demonstration club day on television. Since KPRC-TV went on the air with a daily schedule of agricultural programs in 1951, Mrs. Frances McCulloch, home demonstration agent, and leaders from 38 clubs have presented method demonstrations at the noon spot on the schedule.

With her characteristic "let's do it now" determination, Mrs. McCulloch approached the no small task of organizing a comprehensive and effective series of presentations which reach approximately 300,000 in the viewing area.

She has directed more than 115 programs, and planned with leaders to present 26 programs. Each club is responsible for one program as part of their expansion work, and Mrs. McCulloch says, "They actually fuss over who appears."

How much time to prepare and do a program? About 6 hours, Mrs. McCulloch says. This means planning, making illustrative equipment or materials, practicing, and timing. The schedule is made a month in advance, according to the type of demonstration the clubs select to present.

Mrs. McCulloch's enthusiasm has stimulated county extension agents from other counties without TV stations, to be frequent guests on the program. This has accomplished an essential good relationship with the TV audience in the 50 to 70 mile viewing area.



Frances McCulloch (center) and Assistant Home Demonstration Agent Patsy Crowe join Farm Director Bill McDougall in a clothing demonstration.

4-H Tomatoes Fill the Bill

LESTER O. AKERS, District 4-H Club Agent
and CLYDE R. CUNNINGHAM, Extension Horticulturist, Missouri

DID YOU ever search for a 4-H project which did not cost too much, yet which would arouse enthusiasm and serve as a basis for teaching members, parents, and project leaders the fundamentals of production and marketing? Tomatoes filled the bill for seven counties in southeastern Missouri where cotton, corn, and soybeans are the major crops and farmers are mostly sharecroppers and tenants.

Tomatoes were selected by the leaders themselves because it didn't cost much, because consumption was low there; and because fresh vegetable retailers in the area saw possibilities in the program.

Designed especially for colored 4-H Club members, the four colored home agents in these counties helped leaders with organization. Three leader training demonstrations were held during the first year, 1951. The first leader-training session taught the principles of transplanting; the

second was devoted to problems of pruning and staking, tying and spraying of the tomato plants; and the third session took up the question of harvesting and marketing.

Sixty-seven members were enrolled in 16 clubs. Each received all the materials and equipment to follow recommendations of the college in growing and marketing 50 tomato plants from Sears-Roebuck Foundation. The average cost of all materials was \$4.73 per member, and the average return per member was \$8.97, making a net return for the time and labor of \$4.24. One boy sold 385 pounds of tomatoes and used 100 pounds at home. Achievement Day saw tomato marketing demonstrations of top quality. Each boy who was successful in his venture paid back \$2 to the foundation.

The Sears-Roebuck Foundation gave another \$500 to finance the project a second year. The boys who enrolled for the second time agreed

to pay back the full amount of the cost of material and equipment to produce their crops.

1952 was a poor growing year with a very severe drought. In spite of this, the average gross return per member in New Madrid County was \$11.

Last year, the third year of the project, 164 members participated, with 60 growing tomatoes for the first time.

During the 3 years, 4-H enrollment in vegetables increased 63 percent. Retail vegetable dealers cooperated because they were interested in receiving the high quality, well-packaged product delivered to them. The 10-pound flat cardboard carton was used. No tomatoes remained in the stores more than 24 hours.

Extension personnel put less time in on it each year as the experienced leaders began to take over in 1952 and 1953. Leader-training results show that time spent in creating interest—setting the stage for the project before moving into action—pays good dividends. The same pattern will be followed in other projects during the current 4-H Club year.

Young growers, with a year of experience, are planting half an acre where facilities are available to care for it. Ten or fifteen acres of tomatoes will provide sufficient volume to ship to a wholesale market to further broaden the experience of the leaders and the members.



4-H Club members learn the marketing stage of the tomato in terms of the degree of color and ripeness for best quality from Clyde R. Cunningham, extension horticulturist.



Attractive display inspected by Assistant County Agent Ronald Tucker (left); William Smith, project leader (center); Ella Stackhouse, home demonstration agent (right).



A competent fire-control team consists of three generations of Smiths. Shown (left to right) are Arnold and his father, Olson Smith.



Arnold Smith rides his tree planter while his father Olson Smith, drives the tractor. Arnold has planted nearly 500,000 pine seedlings in 7 years of 4-H Club Forestry work.

400-Acre Forest Planted by 4-H

TOMMY WILKERSON, Assistant Editor, and RALPH R. ROBERTSON,
Associate Extension Forester, Mississippi

MAKING trees pay their way, and at the same time provide for the future, is the goal set by Arnold Smith, a 17-year-old 4-H Club member of Perkinston, Stone County, Miss.

About 7 years ago Arnold began setting pine trees on land that had been denuded by timber companies that had stripped the land of not only merchantable timber, but also destroyed seedlings and left no source of seed for reproduction.

To date, he has set out more than 400,000 pine seedlings on land belonging to him and his family. In addition, he has planted some 55,000 seedlings for neighbors.

Land on the Smith farm that was formerly a wasteland of broom sedge and scrubby hardwoods is now becoming green again with young pine seedlings, all the way from just a few months old to 8 years.

Standing on a hilltop and looking over the vast expanses of young pines, which are well protected from fire and the ravages of grazing livestock, one can easily picture the land in a few more years when the now small pines are reaching for the sky.

Arnold not only has planted a lot of seedlings, but by using the proper care in planting and protecting them while young, his survival rate is about 90 percent.

He protects his young pines from damage by roaming livestock. "The 'piney woods rooter,' a type of hog that we have in this area, is next to fire as an enemy of long-leaf pine," Arnold said. "While this is an open range country, we have our woodlands fenced to keep out these marauding hogs."

Arnold carries out a sound woodland improvement program along

with his tree planting. He is rapidly getting rid of undesirable species of hardwoods growing in his pine stand. To do this he girdles the hardwoods and uses poisons.

Planting and taking care of pine trees on his own three 40-acre tracts is a lot of work for any 17-year-old boy, and Arnold is no exception. He soon saw the need for a little cash income from all of his labor.

"Turpentine my older trees seemed like a good method of making some money right now from my pines," he recalled. "I started this with my brother, Buford, and my grandfather. My share of the money we got in 3 years turpentine amounted to \$950."

With this \$950 and additional money he made through sale of cull trees, posts, and pulpwood, and a watermelon project, Arnold bought another 60-acre farm with a house on it. He plans to develop this new farm and to improve the house that is on it.

All of Arnold's land is not devoted to tree production. He believes in putting each acre to use for which it is best suited. All of his steeper slopes and highly erodible lands are in trees. His lower lying lands are planted to cotton, corn, watermelons, and pastures.

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The View Is So Different

LEIGH CREE, Assistant Extension Editor, and
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"THAT'S REAL EDUCATION—getting out into the rural communities. You don't appreciate the depth of the American character or learn to know the people until you do."

"I got that impression, too. It's a much better way to find out about American people than to spend all your time on the university campus."

Five young women from other countries, students at the Pennsylvania State University, were trading experiences after spending time between semesters in rural Pennsylvania as guests of home demonstration agents.

This visit to the counties was a feature of Pennsylvania's program to help students from overseas learn about the Extension Service and the people with whom it works. The project was a direct outgrowth of an international get-acquainted breakfast held during the recent annual extension conference.

Some 20 students from 15 countries joined more than 80 extension workers and resident faculty members, including University President Milton S. Eisenhower.

Kindled by the enthusiasm of these young women for a ground-floor view of Extension and with the cooperation of their adviser, Jean D. Amberson of the College of Home Economics, the project took form.

Before starting on their visits, the students had a special half-day seminar at the university on the home economics 4-H Club program.

All travel arrangements were carefully worked out in advance. The young women paid for their own transportation. But in the counties, their expenses were borne by the county extension associations. The students had, or took out, short-time travel insurance.

Each carried with her detailed instructions on her trip, including the telephone number of her hostess.

Though the women spoke good English, this was to help them in case they became confused on directions. Each reached her destination without incident.

The students were included in all activities listed on the extension workers' daily programs. "I didn't think it would be like that," Evangelina Nobleza, a home economics graduate student from the Philippines, remarked. "I thought the folks would come to see the county worker about their problems. Instead we just flew around and helped folks on the spot. I don't believe extension workers know what is meant by an 8-hour day. We just kept going until long after dark." Miss Nobleza was guest of Elizabeth Jensen of Bradford County.

Irene Athanassiadou of Greece was enthusiastic about her view of farm and home planning. She visited Josephine DeRaymond, Sullivan County. To her, folks who seemed to need Miss DeRaymond's help the

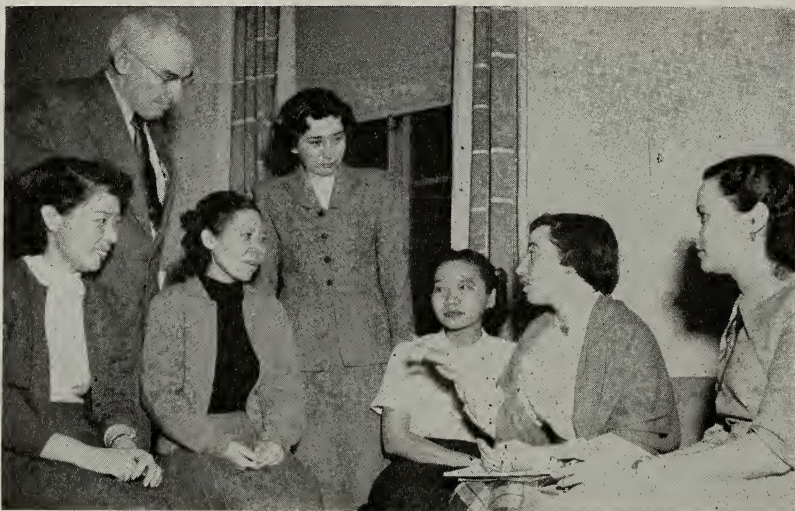
most were the most appreciative. The same comment was made by the other students.

Malee Atibaedya of Thailand stayed in Snyder County 2 extra days. "Well," she said, "Catherine Holland (extension worker) and I got along just fine. I had so much to see that I couldn't come back any sooner."

Faika Ibrahim of Egypt toured Extension with Evelyn Heiser in Juniata County. She was impressed with the labor-saving devices in the modern farm homes, especially the kitchen. She also saw older homes with few modern facilities.

Yuhuan Wu of Formosa proudly told about cooking a four-course Chinese dinner for her hostess Janet Fuhrmeister, home demonstration agent of Perry County, and two other guests. Miss Wu, enthusiastic over what she had learned from her extension experience, particularly liked the program-planning meeting of the county extension executive committee.

These students expressed a hope for added experience of this sort. They talked with many local leaders and are anxious to see leader training meetings and 4-H Club work in action.



Talking over their visit to American homes with James F. Keim are (seated left to right) Yuhuan Wu, Malee Atibaedya, Evangelina Nobleza, Irene Athanassiadou and Faika Ibrahim. Standing are James F. Keim, coauthor, and Zaida Ribera of Puerto Rico who was unable to make a visit.

THE JOB—*As I See It*

JEANETTE R. GOLDTHORPE,
Chelan County Home Demonstration, Agent, Washington

OUR JOB, as I see it, is a challenge.

Our job is to be good retailers, to sell to the public the goods we get from the wholesalers—the United States Department of Agriculture, Washington State College, and the research staff—ideas, suggestions, and aids for a more satisfying life.

And we aren't working in one of those "specialty shoppes" like Browne's Smart Shop for Women, or the Toggery. The county extension office is more like a small town general store—the kind that tries to handle all the items to help out the family members—young and old. There are some cash and carry customers, but we have to take most of the goods on the delivery truck. We don't handle magic formulas or patent medicines, but we have ideas to fit into every market basket—just so we get them in the right basket.

We have shelves and files of information. On my side of the store there are plans for attractive, convenient homes, efficient kitchens and storage, lighting recipes, reducing diets, refinishing furniture information, tailoring techniques, ways to save time and energy in homemaking tasks, money management ideas, and ways to meet changes in the economic situation.

Across the aisle is the chairman. He's the general boss, but you see him selling, too—research in agriculture, horticulture, livestock, poultry, and soil conservation. If we are busy with other customers, he even tries to help out in our department just as we do when he's not available.

The shelves are stocked with goods, information, and ideas on all sorts of subjects. We feature the new goods—latest research—along with the material that has had value for years. But, if we are going to sell, we must see that the people know what we have to offer and we must get it into circulation. In various

ways we must make contacts with them. We have to "advertise" in newspapers, by radio, through letters, telephone, personal visits, and group meetings. In some places we even use TV. We must make special announcements of seasonal items and advance sales. And of course we must be at all the fairs. Some of our younger demonstrators really sell our goods through 4-H demonstrations and exhibits there.

We can't keep the homemaker from going to that "gyp joint" next door; for instance the place where they sell that foolish reducing diet where you eat only bananas for 2 weeks. It is our job, though, to try to help her see the difference in values of the information she gets there and what we have to offer in our store so she can intelligently choose.

But we have problems. One is getting the homemakers to try our goods. Some homemakers, with time on their hands, come around just to "set" and visit as in small-town general stores. They take our time but not our merchandise. Some are like the general store customer who after she had bought her staples—coffee, sugar, and flour, was asked if she wanted some nice lettuce. She said, "No thanks, we're not having company this weekend." These people think our goods are for company—the other fellow—not ordinary folks. Some are busy people like we are. We have to try to catch them on the run.

Some women want to keep us over in the craft department too long; then other customers don't get waited on. Some homemakers visit our homes and see us using something we got at our own store so they start coming in. Some hear about our goods from satisfied customers.

Many young homemakers are harassed by a multitude of duties—setting up a home, caring for small



Jeanette Goldthorpe

children and helping them to grow. They don't feel that they have time to stop long enough to sample our wares and find out about the new things. They patronize the little neighborhood store. We even have some shoplifters. They grab our goods and make a quick getaway; then find they can't use it without exerting some energy in changing habits, so they throw it away. Some people even find those "fringe" items, like landscaping, a drawing card, and then they get interested in our more valuable merchandise. We can drum up some trade by advertising "specials" and giving demonstrations, like using the latest laundry research or how to make a cotton dress. Then we can concentrate our selling efforts and reach more people.

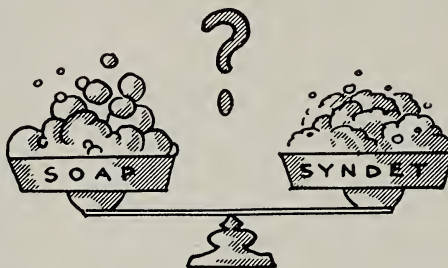
The surprising thing is that so few of the people in our community seem to realize that they are the stockholders in this enterprise. They are the taxpayers. They own the store, so they should be interested in its successful operation.

Another of our problems is keeping up with the latest research, knowing what's going on, hearing about the new items. We welcome the wholesale representatives—the specialists when they come around with seasonal goods. We retailers are interested in the newest items—the new lines of value to us and our

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Mass Media Versus Meetings

on New Laundry Methods



THE TWO HOME demonstration agents in Hampshire County, Mass., wanted to make the new information on laundry products available in their county, but somehow they simply couldn't work it into their established schedules. So they decided to cover this subject, not with the usual meetings and leader training, but entirely through mass media.

First, a circular letter was sent to 1,200 homemakers which brought in 495 requests for the bulletin. Requests came from 205 others who had received a return card in a letter on some other subject from the county extension office. Two small exhibits,

6 newspaper articles, and 6 radio talks called attention to the subject and the bulletin.

On checking on the results of this experiment, the agents felt that mass media certainly had saved time and reached more people than meetings do, but gave no opportunity to ask questions. They thought a combination of mass media and meetings might be worth trying.

These results can be compared with those obtained in another Massachusetts County in 1952 where 17 community meetings on new laundry products brought out 243 women. In another county, 21 meetings, radio stations, and local leaders distributed 401 circulars. A third county held 21 meetings with 208 in attendance. In these 3 counties, 852 circulars were distributed as compared with 733 when distributed entirely by mass media.



Put PT in TV

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basket of country ham sandwiches at a Sunday school picnic.

All the charts and diagrams in the world cannot substitute for the use

of actual materials. Nothing replaces being able to get the hands into the good earth, prepare the seedbed, work in the fertilizer, lay off the rows, plant and cover the seed, or transplant seedlings. As you get the feel of the thing there's a stronger

urge from the viewer to follow suggestions—because it looks so easy.

PT—personal touch—is not only for the show itself. It's PT for the extension worker. He must get a kick out of being put on the spot and for arriving at an opinion without additional research. He cannot let himself be thrown off the track when mechanical difficulties occur or demonstrations go haywire. Mistakes must be used to bring out a point. Mistakes are usually made by folks who do things.

After 3 years' experience with agricultural TV, it is my opinion that all agents are not geared for television. To do it well, one can't be the worrying type (this is easier to say than to live up to).

Yes, you've guessed it! Quite a job corraling the materials and devising the gadgets needed for a good TV show, but it's worth it. I will admit a pickup truck is often needed, next to which I prize highest a camera that takes and develops pictures instantaneously so that pictures of actual farm happenings may be shown while they are still hot. Some of my best pictures have been made on the way to town in the morning and used on the noon show.

Do You Know Trees?

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ment of two groups of switches on the same keyboard. One correct switch from each group would have to be pressed for the bell to ring and verify a correct answer. This idea was abandoned, however, in favor of the more simple pattern that would lend itself to a simple, short statement of instructions. It was realized that the fair visitor, especially if he is tired, does not want to take time to solve difficult puzzles. For this reason, it was believed that the fundamental idea should be presented in such a way that it could be grasped without much effort.

During the 1953 fair season the exhibit, as it was constructed, proved simple to interpret as evidenced from the almost continuous participation of fair visitors "guessing their trees." In moving from one fair to another, the entire exhibit packs up for travel

Illustrations from Some "Horse Sense" About New Laundry Products, Special Circular No. 224 Massachusetts Extension Service

in a relatively small space. The keyboard table can be easily carried in the back seat of an automobile since the four legs are detachable. In the case of tree identification, the materials for each unit are carried in baskets in the trunk of the same automobile with plenty of remaining space. It is likely that with subject matter other than forestry the same ease of transportation would prevail.

The cost of the materials to build this keyboard table if bought at retail prices would amount to approximately \$60. However, more than half of the materials were either donated or bought at wholesale prices. It is likely that the cost of labor will be considerably higher, as was true in this case. A combination carpenter-electrician is best equipped to do the job. A bill of materials and construction procedure can be made available to extension workers desiring to build such an exhibit.

Texas Uses Mass Media

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topics. In addition to this, county extension agents and radio farm directors are encouraged to write to the subject-matter specialists when they wish special recordings. These are helpful to us since they provide additional recordings for the library if they are of general interest.

We were surprised when we received requests about Christmas time for recordings of Christmas music. This was taken care of by choirs in the Texas A. & M. College system, and future plans are to have both Easter and Christmas music available for these occasions.

Each box containing a tape has complete information on the recordings attached to the box, and as many as five recordings are placed on one tape.

Lists are mailed to radio farm directors and to all county and home agents, 123 of whom have regular radio programs. They check the tape recordings desired, send in the marked list with a tape and a new list is returned when the tape is prepared and sent back.

It is an odd coincidence that our shortest tape recording is one minute thirty-three seconds and the subject is "When you Introduce a Speaker." Our extension organization specialist is practicing what she was saying.

400-Acre Forest Planted by 4-H

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Arnold's father, Olson, and his grandfather, C. R. Smith, who lives on an adjoining farm, are both firm believers in the future of forestry for that area of south Mississippi. They, with County Agent Otho Rowell of Wiggins, and Assistant County Agent Alton Barber of Bay St. Louis, are largely responsible for Arnold's success. By working together, they have helped him put his forestry holdings on a firm businesslike basis.

The Smiths—father, son, backed by his enthusiastic mother, and grandfather—make a real forestry team.

These three keep fire-fighting equipment on hand at all times and comprise a volunteer woods fire control unit. They are ready on an instant's notice to help a neighbor put out a woods fire and to stop its ravages in their own woods.

C. R. Smith, Arnold's grandfather, was in 1953, chosen the most outstanding man in south Mississippi in forestry conservation work. For this he received a gold watch.

Arnold formerly grew his own pine seedlings but found this too time-and-labor-consuming to be profitable on the limited scale under which he had to work. He now obtains his seedlings from the State Forest Service.

To plant his seedlings, he uses a mechanical planter that he, with the help of his father, grandfather, and Johnny Guthrie, forester for the Illinois Central Railroad, designed and built locally.

Arnold builds fire lanes to help keep fires out of his woods. He keeps these freshly plowed to prevent the accumulation of dead leaves and grasses that would destroy the usefulness of the firelanes.

The Job—As I See It

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customers. We want them to help us out with ideas for selling their goods—some readymade displays we can set up to attract the public. We like statewide publicity if it attracts people to inquire and sample the products.

One of our most important problems is how to get volunteer salesmen to help sell so we don't have to spend all of our time, day and night, holidays, and vacations tending the store. We research salesmen, like the other merchants in our town, need time to get out to public functions, to take part in civic affairs, to rub elbows with the other townspeople. We have to entice these volunteer salesmen not with money and salaries, but with those less tangible rewards of increased self-confidence in their own judgments and skills, the jobs of real leadership, the satisfactions of a job well done, and the recognition we can give them in the press and among their neighbors.

In summary, we have to find out what the people want us to stock in our store and make it available. We have to know what's on the shelves, ourselves, keep the stock up to date and create a market. We have to use our own merchandise so people will see that it is practical. We should be able to tell people where they can get the items we don't stock, such as those handled by the health department. We may start helping people with their problems of improving skills, but we should go on to helping them make progress in using research and judgment to solve their other problems. And, while we help those now managing farms and homes to apply research to their problems, we must also help those of the next generation with training in subject material and developing leadership.

It's all very simple. All we have to do is to get the stockholders to use the merchandise from their own stores—and that's still a challenge. (Based on a talk given at the Washington State annual extension conference.)

"It Goes Against My Grain!"

This may be a common complaint because *storage will be tough*

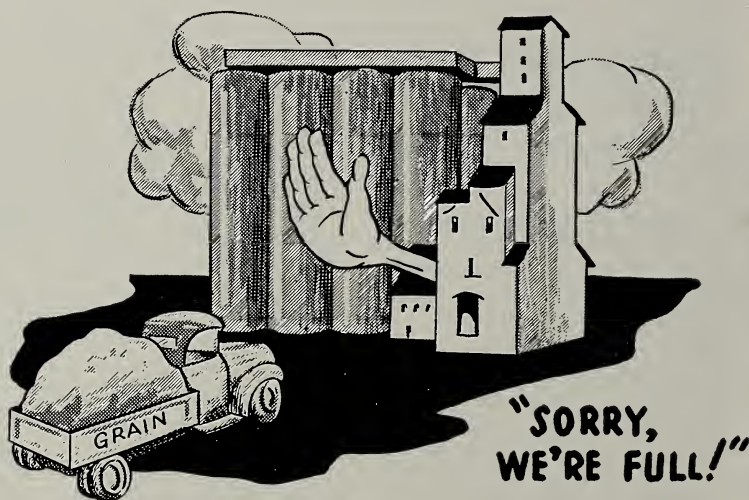
Big crops of wheat and corn
are in prospect

There's more in storage
than ever before

Commercial elevators with big
carryovers have limited capacity

At least half a billion bushels
of grain is eligible for resale

Storage is needed to take
advantage of price support—
to hold for highest prices



The Farmer wants to know:

- Can grain be stored safely on the farm?
- Will it pay to build storage?
- What kind of storage to build?
- Where to get help with plans and finances?

HAVE THE FACTS FOR HIM *or grain will become his migraine—a real headache.*